

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EAE-00 EB-07 /017 W
----- 084424

P R 110816Z AUG 76
FM AMEMBASSY TAIPEI
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 0654
AMEMBASSY MANILA
AMEMBASSY SEOUL
AMCONSUL HONG KONG
AMEMBASSY CANBERRQL
AMEMBASSY WELLINGTON

UNCLAS TAIPEI 5420

FOR: USDOC/BIC/OIM/EA/KELLY

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: PROPOSED FY-78 EVENT SCHEDULE, TRADE CENTER, TAIPEI

REF : A) USDOC 13044, B) TAIPEI 4083, C) TAIPEI 5091,
D) TAIPEI 5056

1. OIM-PROPOSED FY-78 EVENT SCHEDULE FOR TAIWAN DIFFERS
SUBSTANTIALLY FROM TRADE CENTER'S PROPOSALS SUBMITTED ON JUNE
18 IN REFTTEL (A). TTC'S PROPOSAL WAS DEVELOPED IN CONJUNCTION
WITH CCP PROGRAM, AND DROPPING OF THEMES SUPPORTED BY POSITIVE
RESEARCH WITHOUT EXPLANATION IS OF CGLCERN. FOLLOWING
ARE SEEN AS SERIOUS PROBLEMS:

A. MAJOR EVENTS SCHEDULED SUCCESSIVELY IN NOVEMBER, DECEMBER
77 AND JANUARY, FEBRUARY 78 IS UNDERSIRABLE CONCENTRATION.
TTC WOULD EXPERIENCE DIFFICULTY IN PROMOTING FOUR MAJOR
SHOWS IN SUCCESSIVE MONTHS. ALSO, FORESEE PROBLEM IN
OIM/EAEM GROUP. IS GROUP ADEQUATELY STAFFED TO SUCCESSFULLY
PROCURE FOUR SHOWS IN FOUR MONTHS? TTC RECOMMENDS MONTH
OF DECEMBER REMAIN OPEN.

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B. TTC NOTES ABSENCE OF MULTI-STOP CATALOG SHOWS AND

TECHNICAL SEMINARS IN TAIWAN SCHEDULE. WITH SIX EXHIBITIONS AND ONE SPECIALIZED EVENT, TTC STAFF COULD STAGE AS MANY AS THREE ADDITIONAL THEMES AS CATALOG SHOWS OR SEMINARS. CATALOG SHOWS ARE EXCELLENT VEHICLES TO INTRODUCE NEW THEMES OR FOLLOW UP ON THEMES STAGED IN PREVIOUS YEAR. SEMINARS ARE FINE VEHICLES TO EDUCATE END-USERS RE: NEW TECHNOLOGY AND TO TEST MARKET IN ROC FOR NEW THEMES WITH KNOWN PROMISE, I.E., HEALTH CARE INDUSTRIES IN APRIL 1976. AS ROC IMPLEMENTS FIRST SIX-YEAR ECONOMIC DEVELOPMENT PLAN, MARKET IS ESPECIALLY RECEPTIVE TO TECH SEMINARS.

2. FOLLOWING PROBLEMS AND RECOMMENDATIONS RELATE TO INDIVIDUAL EXHIBITIONS PROPOSED:

A. MEDICAL ELECTRONICS, NOVEMBER 77. TC CONCURS PENDING POSITIVE RECOMMENDATION OF MARKET RESEARCH STUDY NOW IN PROGRESS. IN VIEW OF SUCCESS OF HEALTH CARE TECH SEMINAR IN APRIL 1976, WHICH HAD BROAD-BASED THEME, TTC SUGGESTS MEDICAL EXHIBITION THEME NOT BE NARROWED OR RESTRICTED AT THIS EARLY DATE. FOLLOWING RECEIPT OF RESEARCH STUDY, TTC CAN BETTER DETERMINE RANGE OF PRODUCTS MOST DESIRABLE FOR DISPLAY.

B. INDUSTRIAL/COMMERCIAL SECURITY AND SAFETY EQUIPMENT, DECEMBER 77. MARKET RESEARCH DATED JULY 1975 SPECIFICALLY RECOMMENDS AN AD PROMOTION EVENT TO DEVELOP TAIWAN MARKET FOR THIS EQUIPMENT. REFERENCE IS MADE TO TAIPEI 3828, JUNE 27, 1975, WHICH EXPLAINED THAT EDUCATION OF LOCAL GOVERNMENT REGULATORY AGENCIES AND END-USERS ON NEED MUST PRECEDE IMPROVEMENT IN MARKET CULTURE, AND THAT SUCH CHANGES IN ATTITUDE COULD HAVE VERY SIGNIFICANT EFFECT ON IMPROVING DEMAND.

C. PLASTIC PRODUCTION EQUIPMENT, FEBRUARY 78. TTC IS CARRYING THIS THEME AS SUBJECT OF EXHIBITION, SEPTEMBER 12-16, 1977; IT SHOULD NOT BE REPEATED IN FIVE MONTHS.

D. ELECTRONIC PRODUCTION & TEST EQUIPMENT, JUNE 78. (ASSUME JUNE 77 IN REFTEL A IS ERROR) TTC PROPOSED REFTEL UNCLASSIFIED

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B THAT EXHIBITION INCLUDE ELECTRONIC COMPONENTS. THAT RECOMMENDATION IS HEREBY REITERATED.

EEEJTTTERS & RELATED EQUIPMENT, JULY 78. TTC HAS RETHOUGHT ORIGINAL PROPOSAL AND NOW RECOMMENDS THIS THEME BE HELD OPEN FOR STAGING AS A MULTI-FIRM BSP. PROCUREMENT COULD BE DIFFICULT AS MANY MAJOR AMERICAN COMPUTER FIRMS ARE WELL ESTABLISHED IN ROC MARKET. ALSO, THEME WAS

PROMOTED IN ROC IN AUGUST 1975 AND IS SCHEDULED FOR DECEMBER 1976 AS A COMBINATION JEEP/MULTI-FIRM BSP.

F. IN PLACE OF COMPUTER THEME, TTC PROPOSES "FLUID POWER AND OTHER PROCESS CONTROL DEVICES". PRELIMINARY REPORTS ON FLUID POWER MARKET RESEARCH STUDY NOW UNDERWAY INDICATE VERY PROMISING MARKET READY TO OPEN UP IN NEXT FEW YEARS. TECH SEMINAR SCHEDULED FOR JUNE 1977 SHOULD SET STAGE FOR EXHIBITION IN 1978.

G. REFTEL A MADE NO REFERENCE TO TTC RECOMMENDATION REFTEL (C) RE FOOD PROCESSING EQUIPMENT. TTC REITERATES ONCE AGAIN MARKET RESEARCH REPORTED "GREAT DEAL OF INTEREST" ON PART OF THOSE INTERVIEWED DURING SURVEY, AND HEREBY SUGGESTS TECH SEMINAR.

H. TTC NOTES ABSENCE OF BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT EXHIBITION IN PROPOSED FY-78 PROGRAM. REFERENCE IS MADE TO A-085, FINAL SHOW REPORT: CONSTRUCTION USA '76. REPORT HIGHLY RECOMMENDS ANOTHER EXHIBITION ON THIS THEME IN 18 TO 24 MONTHS IN VIEW OF MAGNITUDE OF PROJECTED SALES, GROC PLANS TO SUPPLEMENT TEN MAJOR PROJECTS, AND CONTINUING NEED FOR REPLACEMENT EQUIPMENT AND UPGRADING OF TECHNIQUES.

3. IN VIEW OF PROBLEMS NOTED ABOVE, TTC SUBMITS, PER OIMBNEA REQUEST, FOLLOWING AS PROPOSED FY-78 PROGRAM:

A. EXHIBITIONS:

NOVEMBER 77 - MEDICAL EQUIPMENT
FEBRUARY 78 - FLUID POWER AND OTHER PROCESS CONTROL
DEVICES
APRIL 78 - BUILDING AND CONSTRUCTION EQUIPMENT (OFF-SITE)

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JUNE 78 - ELECTRONIC COMPONENTS AND PRODUCTION & TEST
EQUIPMENT
JULY 78 - TEXTILE EQUIPMENT
SEPTEMBER 78 - PACKAGING EQUIPMENT

B. SPECIALIZED EXHIBITION:

JANUARY 78 - PLYWOOD PROCESSING & WOODWORKING EQUIPMENT

C. TECHNICAL SEMINAR:

MARCH 78 - FOOD PROCESSING EQUIPMENT

D. TRADE MISSIONS:

JUNE 78 - COMMERCIAL FISHING GEAR
SEPTEMBER 78 - MACHINE TOOLS

E. CATALOG SHOW:

DECEMBER 77 - INDUSTRIAL/COMMERCIAL SECURITY & SAFETY
EQUIPMENT

4. REQUEST OIM DULY CONSIDER PROBLEMS CITED ABOVE AND
INCLUDE IN CABLED REPLY NARRATIVE EXPLANATION IF TTC
RECOMMENDATIONS CANNOT BE IMPLEMENTED.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 AUG 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TAIPEI05420
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760309-0035
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760862/aaaaccmy.tel
Line Count: 177
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 TAIPEI 4083, 76 TAIPEI 5091
Review Action: RELEASED, APPROVED
Review Authority: blochd0
Review Comment: n/a
Review Content Flags:
Review Date: 27 FEB 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 FEB 2004 by ReddocGW>; APPROVED <18 JAN 2005 by blochd0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED FY-78 EVENT SCHEDULE, TRADE CENTER, TAIPEI
TAGS: BEXP, TW
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006